

# Lila G. Weiss

DIGITAL DESIGNER | WEBFLOW DEVELOPER

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## Summary

I'm a proactive and driven interdisciplinary designer and Webflow developer with over five years of experience in creating intuitive and visually compelling designs. With a keen eye for innovation, I've led multiple projects across digital and visual mediums. Known for my collaborative spirit and dedication to excellence, I prioritize compassion, teamwork, and innovative solutions in every aspect of my work.

## Skills

- Webflow Development
- UI/UX Design Principles
- HTML, CSS, & JavaScript
- SEO Optimization
- DNS Management
- Figma
- Illustrator
- Photoshop
- InDesign
- Adobe XD
- Branding & Identity

## Education

**UI/UX Design**  
*CareerFoundry* | Online  
October 2022

**Bachelor of Fine Arts in Painting & Printmaking**  
*Virginia Commonwealth University*  
May 2019

## Key Projects

**IBEW Local 11:** Collaborated on the development of a large-scale union website, improving access to member resources and communications (2026)

**SMART Local 28:** Designed and launched a modern website to support member resources, training information, and union communications (2025).

**IBEW Local 42:** Created and launched a modern website for IBEW Local 42, delivering an improved digital experience for members (2025).

## Professional Experience

### Webflow Developer

Aug 2024 - Present

*NEP Services* | Los Angeles, California

- Utilizing Webflow to design, develop, and maintain visually appealing and user-friendly websites, ensuring alignment with client requirements and specifications
- Collaborating closely with the web team to implement client specifications and contribute to the creation of impactful solutions from conception to launch
- Providing technical support for web-related issues, contributing to troubleshooting efforts and enhancing website performance
- Applying expertise in SEO, custom code, and CMS management to optimize website functionality and user experience
- Managing DNS settings and ensuring the safety and security of client and in-house websites through regular maintenance and adherence to web standards

### Freelance Designer

February 2024 - Present

*Freelance* | Los Angeles, California

- Collaborating closely with developers and clients to create user-centric designs that meet project requirements and exceed expectations
- Adapting design styles and aesthetics to align with the unique preferences and branding needs of diverse clients and projects
- Actively listening to client feedback throughout the design process and incorporating suggestions to produce optimal results that align with their vision and goals

### Web Design Associate

March 2023 - February 2024

*The Brand Guild* | Washington, DC

- Planning website designs, functionality, and navigation for clients
- Building wireframes & prototypes and turning them into functional and responsive digital products
- Providing ongoing support and maintenance for websites post-launch, addressing any issues, and implementing updates to optimize performance and functionality
- Developing creative designs for marketing packages, including print materials, brochures, banners, and signs
- Collaborating with the social media team to create social graphics, ensuring consistency and alignment with overall brand identity and messaging

### Creative Strategist

Dec 2020 - March 2021

*InCourage Systems* | Fairfax, VA

- Assisting one of the most successful martial arts franchises in Northern Virginia with marketing and operating systems
- Leading in the design, development, and implementation of the graphic, layout, and production communication materials
- Working with editorial, product marketing, social, and creative teams to design marketing video assets